DOCUMENT RESUME

ED 071 801 RC 006 687

AUTHOR	Koch, Kenneth A.
TITLE	Problem Identification Survey Handbook for Parish Rural Development Committees.
INSTITUTION	Louisiana State Univ., Baton Rouge. Cooperative Extension Service.
PUB DATE	Jul 72
NOTE	76p.
EDRS PRICE	MF-$0.65 HC-$3.29
DESCRIPTORS	*Committees; *Community Involvement; County Programs; Extension Agents; Guides; *Leadership; *Problems; *Rural Development; Surveys
IDENTIFIERS	Louisiana

ABSTRACT

The Task Force on Resource Development of the Cooperative Extension Service, Louisiana State University, decided to utilize the leader identification technique as a means of assisting the parish rural development committees in the rural development process. The technique is a procedure to stimulate effective citizen participation to identify community problems, to establish a priority of problems, to select alternate solutions, to plan for action, and to implement a plan of action. In this handbook, the entire process for conducting and following up a problem identification survey is outlined step by step. Form letters and news releases to accompany each step are included, and the responsibilities of persons involved in various capacities are described. The 21 steps are listed in the sequence the Task Force thought would be most desirable. The steps are separated into 3 sections: (1) the problem identification survey, (2) a town hall meeting to involve members of the community in the problem-solving process, and (3) the methods to be used in organizing for action. (FF)

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PROBLEM IDENTIFICATION SURVEY

HANDBOOK

FOR

PARISH RURAL DEVELOPMENT COMMITTEES

A procedure for effective citizen participation to:

Identify problems

Establish a priority of problems

Select alternate solutions

Plan for action

Implement a plan of action

KENNETH A. KOCH
RURAL SOCIOLOGIST
Cooperative Extension Service
Louisiana State University
Baton Rouge, Louisiana
July 1972

RC006687

FOREWARD

This publication came about as a result of spending a week in Virginia working with Dr. Gene McMurtry, Director, Community Resource Development, Virginia Polytechnic Institute, in conducting a leader identification survey, and conferring with Dr. Harold L. Nix with the Institute of Community Area Development at the University of Georgia. As a result of these meetings and conferences, the Task Force on Resource Development of the Cooperative Extension Service, Louisiana State University, decided to utilize the leader identification technique as a means of assisting the parish rural development committees in the rural development process. It was felt that this would be a method of identifying and involving key leaders in the rural development process.

This handbook is a result of these visits and conferences, and the experience gained in conducting surveys and the follow-up meetings in a few of the parishes in Louisiana.

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SECTION I

PROBLEM IDENTIFICATION SURVEY

The development of a community depends to a large extent on the ingenuity and ability of its local leadership. These leaders can be effectively involved in the problem-solving process to bring about desired social change and thereby meet the needs and aspirations of the citizens and their communities. This is usually accomplished through groups and organizations working cooperatively.

To solve community problems, we must have several ingredients. First, we mush have community leadership. This includes people who are identified as being influential leaders in the community, as well as capable people who can be developed into leaders. Secondly, we must have real problems to deal with. These are sometimes the things that bother the people in the community or "bug them", and sometimes the problems are deeper than that.

A problem identification survey can be used to determine the influential people of a community. This reputational survey not only identifies the parish and community leaders, but also provides a method of involving people who, because of their position or wide range of community activities, are likely to know a great deal about their community. This survey is an attempt to see the community through the eyes of leaders from the various sectors of community life.

The view of the area through the eyes of a representative cross-section of leaders cannot be considered a complete view of the community. For example, it reflects the views and problems of the lower socio-economic groups only to the degree that leaders who represent these people can and will communicate their views.

The interview process helps the parish leaders to focus their thoughts on parish problems. The survey also thrusts the Rural Development Committee and the Extension staff into the middle of local concerns and problems.

There are threads of common concern throughout most communities. However, no community can borrow a problem solving technique from another. The leaders of each community must define their own problems and initiate programs to meet their own unique needs.

During the survey, the interviewer asks each parish leader to list the problems of his parish as he sees them. In effect, the survey itself helps create a desire among many of the community leaders to do something about the problems of the parish. The

survey provides the incentive for the community leaders to organize their community concerns in their own minds. The resulting list of concerns then needs to be separated into small manageable projects which can be grappled with one by one.

Certain steps must be followed if the problem identification survey is to achieve desired results. The steps are listed in the sequence that the task force thinks most desirable. However, there is always room for change and adjustments.

If the problem identification survey is decided upon as the means of initiating the rural development process, it does not commit the rural development committee to follow through. It is a process and if the rural development committee or the citizens decide to stop, the task force would have to follow the dictates of the local group.

Step 1

RURAL DEVELOPMENT COMMITTEE MEETING

The parish rural development committee should discuss the possibility of conducting a problem identification survey as a means of finding out what the needs and problems of the parish are as seen through the eyes of the citizens. A survey will also provide a method of determining who the influentials in the parish are.

If the committee decides to pursue the matter further, they should decide on the time when they could meet with a member of the resource development task force to make definite plans. Some thought should be given as to the week that will be set aside for the survey. Pick a week when all agency personnel will be able to devote the majority of their time to the survey.

Step 2

COORDINATOR MEETS WITH THE PARISH RURAL DEVELOPMENT COMMITTEE

This meeting should be with the entire Extension Staff and rural development committee members. The survey coordinator from the resource development task force will try to make them aware of the possibilities, objectives, and the work involved in the survey. It should be pointed out that this will be a scientific survey conducted by the Parish Rural Development Committee in cooperation with Louisiana State University. As a result of the survey, they should be able to involve new people in programs designed to meet expressed needs.

At the conclusion of the meeting, a commitment will have to be made as to who will coeperate in the survey. A week will have to be selected when these people will be free to conduct the survey. A commitment will also have to be made as to secretarial help to be provided during that period.

It is not too early to select a date for the town hall meeting. It should be within a month of the survey.

The rural development committee members should make their district personnel and members of the Police Jury aware of their plans.

Step 3

PANEL OF JUDGES

The USDA members of the Parish Rural Development Committee should prepare a list of 15-20 names of people who they consider to be the top individuals in the parish, including men, women, black, and white. This should be an independent effort with no consultation between members. Other members of the Extension staff, especially the Home Demonstration Agent, should be asked to submit a list of names.

Four outside people should be selected either by the Rural Development Committee or by the Parish Chairman. These people should be informed that the Rural Development Committee in cooperation with LSU is going to conduct the problem identification survey, and that we would like to have a list of 15-20 names of people whose good judgment they respect, and who are concerned and knowledgeable about the problems of the parish. These four people should include two white males (one of whom should be under 35 years of age), one black male, and one female. These could be couples if the committee so desires.

Step 4

CARDS

For each name submitted, a three by five card should be typed with the pertinent information such as name, address, zip code, and telephone number. Additional information may be coded on the cards if so desired, with such information as Police Jury member, public official, race, etc.

The second and subsequent times that the name is mentioned, a mark will be placed after the name. Therefore, if the card has the name only, it would indicate it had been mentioned one

time; if it has two marks on it, it would indicate the name had been mentioned three times.

For each card with at least one mark, or names that have been mentioned two or more times, a duplicate card will be made giving only information necessary to locate the person.

A list of all Police Jury members, school board members, mayors, sheriff, assessor, and other important elected officials should be compiled and checked against the cards. A card should be made for any name not in the file. Duplicated cards will also be made. A courtesy interview will be made for each of these people if their name has not come up two or more times. A "C" should be written on the card in the master file to indicate a courtesy interview.

One week prior to the survey, duplicate cards will be reviewed and divided among the Rural Development Committee to make appointments.

EXAMPLE

/A/ ①

Robert J. Hudson
324 Denham Street
Columbia, LA 70221
368-4321

/B/ ~~HH. HH. |~~

/C/ I

EXPLANATION: /A/ This man is a member of the police jury.
/B/ He was mentioned 4 times on the original list, 3 times the first day, twice the second day, and 3 times the third day, for a total of 12 times.
/C/ This man has been interviewed.

CODE

/A/
1. Police Jury
2. School Board
3. Public Official
4. FHA, SCS, ASCS, Extension Advisory Committee
5. Officer of civic or social organization
6. Education
7. Negro
8.
9.

/B/
First color - the additional number of times the name was mentioned on the original lists.
Second color -the number of times the name was mentioned during the first day's survey.
Third color - the number of times the name was mentioned during the second day of surveying.
Fourth color -the number of times the name was mentioned during the third day of surveying.

/C/
I - Person has been interviewed.

C - Courtesy interview

Step 5

LETTERS

The parish chairman should send letters to the head of each USDA agency informing him of the decision by the parish Rural Development Committee to use the reputational technique for the problem identification survey. They should also be requested to give the names of any people on their staff who would be able to assist in the survey, and the time that they could be present.

The parish chairman may also write to local colleges or universities, inviting interested personnel to take a part in the problem identification survey, acting as a participant observer.

The coordinator should write a memorandum to selected state office personnel, as well as members of the academic staff, who might be interested in participating in the survey.

In all this correspondence, a time schedule should be outlined, listing when the orientation meeting is going to be, and the times of the interviewing. A request should be made for confirmation as to possible times they will be available to act as a participant observer.

Suggested letters follow.

EXAMPLE

Date

Mr. Willie F. Cooper
Executive Director
ASCS
3733 Government Street
Alexandria, LA 71301

Mr. J. B. Earle
State Conservationist
Soil Conservation Service
Post Office Box 1630
Alexandria, LA 71301

Mr. Joe Rhodes
State Director
FHA
3737 Government St.
Alexandria, LA 71301

Mr. John A. Cox, Director
Cooperative Extension Service
Louisiana State University
Baton Rouge, LA 70803

Dear Mr. _____:

The _____ Parish Rural Development Committee, in cooperation with the Task Force on Resource Development from the Extension Service, is going to conduct a problem identification survey during the week of _____.

In carrying out this scientific survey, each member of the parish development committee is accompanied by a participant observer during the interview. This reputational technique of identifying key people and finding out what the problems of the parish are as seen through the eyes of these people, might prove very interesting to you. If you or someone from your staff would like to participate, we would be most happy to have him.

The orientation meeting prior to the interviews will be held at the _____ office in (town). The program will begin at (time) on (day), (date), and at (time), on (month), (date), and (date). We are leaving (day), (month) (date), as an open date to give the rural development committee members an opportunity to catch up on other work.

If you can be with us for a day or the entire week, we would be most happy to have you. Please let me know who from your agency will be able to participate and on what dates.

Yours truly,

_____
Parish Chairman

EXAMPLE

CAMPUS CORRESPONDENCE LOUISIANA STATE UNIVERSITY

Date

From: _____, Coordinator

To: Selected State Office Personnel*

Re: PROBLEM IDENTIFICATION SURVEY, _____ PARISH, (Date)

The _____ Parish Rural Development Committee, in cooperation with the Task Force on Resource Development from the Extension Service, is conducting a problem identification survey during the week scheduled above.

In carrying out the scientific survey, a member of the Parish Rural Development Committee is accompanied by a participant observer who may be either someone from Extension, or a USDA agency. This reputational technique of identifying key people and finding out what the problems of the parish are as seen through the eyes of these people might prove very interesting to you.

If you can be with us in _____ Parish on one or more of the dates listed below, we would be most happy to have you as a participant observer. Please let me know what day or days you would be able to assist.

* List people to whom you have sent copies.

Step 6

NEWS RELEASES FOR THE SURVEY

Attached are suggested news releases and radio scripts regarding problem identification surveys. The news story is written in such a manner as to be released by the rural development committee chairman. It can be adapted for use by some other prominent local citizen.

The radio scripts are written to be taped by a respected leader of the parish and played at the station's convenience. They could, however, be read by the station's announcer--in which case, the introductory line at the beginning should be deleted.

Suggested News Release

A study to determine the possibilities for community improvement in _____ Parish will be conducted __(dates)_____, according to _____, chairman of the parish rural development committee.

The committee invited a professional team from the Baton Rouge campus of Louisiana State University to design the scientific study and to help interpret its findings.

In the beginning of the project, selected citizens of the parish will be interviewed regarding community problems and needs. Each interview will require about 20 minutes.

Citizens of all economic and social classes, in various age groups and in many different occupations will be selected for the study sample, _____ said. Results of the interviews will be used by the study team in assisting any local citizens who wish to organize themselves to find ways to meet community needs.

"If you are selected to be interviewed," _____ emphasized, "it is important that you be honest and open in expressing your opinions. The quality of life in this parish for many years to come may greatly depend upon the results of these interviews and the actions which can follow."

"All responses will remain confidential," _____ explained. "All answers will be compiled in one report but no interviewees will be identified."

In addition to helping the rural development committee develop stronger programs to afford better living in the parish, the chairman pointed out that this view through the eyes of local citizens will help LSU and other institutions of higher education to develop more realistic educational programs in community improvement.

Suggested News Release

The _____ Parish Rural Development Committee, in cooperation with Louisiana State University, will conduct a scientific study of _____ Parish the week of _____ through _____, according to _____, chairman. This research project, an attempt to identify basic problems of the parish, will be conducted by members of the _____ Rural Development Committee and personnel from LSU.

The study will be directed at determining the needs and problems in the parish which groups of local citizens can work toward solving.

A sample will be drawn of citizens in the parish to be interviewed. Each interview will require 15 to 20 minutes. "The Rural Development Committee would appreciate your complete cooperation if you are selected to be interviewed," _____ said. "Results of this interview can have far-reaching effects on the future of the parish."

"The understanding that will be gained from this study will be of double value," the chairman explained. "First, the insight into the needs and problems of the parish will aid the Rural Development Committee to develop stronger goals to help make _____ Parish a better place to live. Second, this view through the eyes of local citizens of one of the most important parishes in the state will help Louisiana State University and other institutions of higher education to develop more realistic educational programs in urban and community development."

The local committee requested LSU personnel to design the research project and to assist in its interpretation.

Members of the _____ Parish Rural Development Committee are _____, _____, _____, and _____.

RADIO SPOT
(60 seconds)

This is ___(name)___, ____(title)_____. All of us believe there are several ways we can make life better in _____ Parish. If we are to work together in solving problems and building a brighter future for our parish, we must first know what people in all walks of life consider to be our most pressing needs. Your parish Rural Development Committee, with the help of a team from Louisiana State University, will conduct a study ___(dates)_____ for this purpose. When our needs are identified on the basis of the thinking of our own people, local citizens can then organize themselves to find ways to meet these needs. If you are selected to be interviewed by this team, please express your opinions honestly. Each interview will take only about 20 minutes. Your contribution of this time can affect the quality of life for you, your family and your friends for years ahead.

RADIO SPOT
(45 seconds)

This is ____(name)_____, ___(title)____. All of us want _____ Parish to be a better place to live. There are many ways to improve living conditions in a community, but actually no one but our own people can decide what is best for this parish. To help determine what the needs and problems of this parish are, your parish rural development committee has asked a team of Louisiana State University specialists to assist in a survey during the week of _____. Members of the committee, along with this team, will interview citizens in all walks of life. Each interview will take about 20 minutes. If you are selected for an interview please cooperate with this team, and express your opinions honestly. This is your opportunity to let your voice be heard for the cause of better living in _____ _____ Parish.

Step 7

A WEEK BEFORE THE SURVEY

The coordinator should visit with the parish chairman to set up the files and also to make sure that interviews will be made with Police Jury members, school superintendents, sheriffs, assessors, and other public officials whose names did not come up in the survey. Make sure that all cultural and economic groups, as well as both sexes are equally represented. Additional names can be entered for courtesy interviews to assure the necessary cross-section of the population.

This is a time to check on who is going to do the interviewing in order to have sufficient participant observers available to perform as team members.

If it has not been done before, this is the time to set the date for the follow-up meeting so this information can be given to the people as they are interviewed.

A memorandum giving the time schedule should be sent to all people who have indicated a desire to be a participant observer.

EXAMPLE

CAMPUS CORRESPONDENCE LOUISIANA STATE UNIVERSITY

Date

From: _____, Coordinator
To: Selected State Office Personnel and USDA Agency Personnel*
Re: PROBLEM IDENTIFICATION SURVEY, _____ PARISH

The orientation Meeting for the problem identification survey will begin promptly at (time) on (day), (month-date). On _____, _____, and _____ we will have a brief meeting at (time) prior to going on the interviews. (day) will be an open date.

There will be a brief meeting at (time) on (day), (date) to review progress and reassess our position. There will be a meeting at (time) on (day) to hand out cards for _____ interviews.

At the orientation meeting each morning, your role in the survey will be explained. If you have any questions before then, please let me know.

* List people to whom you have sent copies.

Step 8

ORIENTATION MEETING

All members of the Rural Development Committee and Extension Staff, as well as many participant observers as possible, should be present at the orientation meeting.

The coordinator should conduct the meeting, explaining the background of the survey and the role of the interviewer and the participant observer.

A time schedule will be discussed as well as what will happen after the survey. A demonstration interview will be conducted so the Rural Development Committee can see how to handle some of the problems that may arise.

Step 9

THE INTERVIEW

The rural development committee member should take the lead in the interview. He may use an introduction similar to the one attached.

A card will be furnished each team member stating the questions. The interviewer should read the questions from the card each time to insure the integrity of the survey. The first question is: "Will you indicate some problems or concerns as you see them of _____ Parish." The participant observer should write the answers on a 3" X 5" card.

The interviewer then should ask, "Please give us names of individuals whose good judgment you respect and who are concerned about the community." They should be informed that we would like to have the names of men and women, black and white. The word "Leader" is not mentioned during the interview. The local team member should write these names inasmuch as they are better acquainted with people in the area, and might gain needed additional information to identify the particular person.

An additional question might be asked if the rural development committee desires. That would be, "Please give us names of individuals who are concerned about young people (adults and young people)."

The person interviewed should be informed that the findings will be compiled and copies will be available at the follow-up meeting.

SUGGESTED INTRODUCTION

I am (name), (title), with the (organization) and this is (name), (title) with the (organization). We are part of a team under the sponsorship of the _____ Parish rural development Committee in cooperation with Louisiana State University, conducting a scientific study.

As you have already heard, we are here to interview a sample of citizens of _____ Parish concerning their views of the needs and problems in this parish.

This view through the eyes of local citizens into the needs and problems of _____ Parish will aid the _____ rural development committee to develop stronger programs to achieve the kind of community you are striving to build.

It may not be of great concern to you, but I want you to know that your responses will be treated as confidential. We will not identify your name with any responses, but will compile all answers into one report. Therefore, we hope you will be very forthright and tell it like it is.

CONDUCTING SCIENTIFIC SURVEY

All information is confidential.

1. Will you indicate some problems or concerns as you see them of the _____ area? (Community problems, not personal problems.)
2. Please give us names of individuals whose good judgment you respect and who are concerned about the community. (Men, women, black and white)
3. Please give us names of individuals who are concerned about young people. (Adults and young people)

Step 10

THE WEEK OF THE SURVEY

This is a comprehensive suggested week. See alternatives for variations that may fit your situation best.

MONDAY

There will be an orientation meeting of the parish team and participant observers. The coordinator will review the general procedure. At this point, it is advisable to have a demonstration interview.

The parish team member and the assigned participant observer will then keep the appointments previously made.

If at all possible, a meeting should be held about 4:00 on Monday afternoon, at which time all people involved will have an opportunity to discuss their experiences and problems so that Tuesday will be more fruitful.

TUESDAY

There will be a brief meeting Tuesday to bring members up to date on the progress of the survey and also to orient any participant observer who was not present on Monday.

Interviews will be conducted as previously scheduled.

As interviews are completed, cards should be returned to the secretary. Names of additional leaders should be listed on the back of the duplicate card. It is suggested that the problems be listed on a separate 3" X 5" card.

The cards with additional names of leaders should be checked by the secretary and marks put on the cards for those previously listed. A card should be written for any new names.

An "I" or some other identifying mark should be placed on the original card to signify that that person has been interviewed.

In addition to keeping the cards up to date, the secretary should locate the residence of each person interviewed on a map so that the staff can see what the trend is, and make any adjustments to insure complete coverage both geographically and sociologically.

WEDNESDAY

The parish rural development committee and the coordinator should meet to analyze the progress to date. Any areas of the parish not covered either by geographic or interest area should be covered with a courtesy survey.

Those cards with three or more checks that have not been interviewed should be assigned to team members to make appointments for

Thursday. Friday can be utilized if it is impossible to schedule the interview on Thursday.

A few interviews might be arranged and carried out on Wednesday, but generally, this day is for the parish team to catch up with other work.

THURSDAY

A short meeting will be held to bring all people up to date and orient new participant observers.

Appointments for interviews will be carried out.

As cards are returned, the secretary will keep them up to date. A team member will try to arrange an interview on Friday for any name checked four or more times and not previously interviewed.

FRIDAY

A briefing session would be held and appointments would be kept. Attempts will be made to contact people previously missed.

The coordinator should start compiling problems and categorizing them.

If at all possible, all interviews should be completed within the week. If necessary, an interview could be conducted by telephone, but it is preferable to have a face-to-face contact unless the interviewer knows the person to be interviewed very well.

Alternatives

One alternative would be to have the orientation meeting Monday afternoon, and interview Tuesday and Wednesday, with Thursday being the free day. The survey would be completed on Friday.

Another alternative would be to have the orientation meeting Monday morning and interview Monday. Have Tuesday as a free day to make appointments for Wednesday. Thursday again, would be a free day to make appointments for Friday. In this alternative, the interviewing would be done Monday, Wednesday, and Friday.

Another alternative would be to have your orientation meeting and interview on Monday and Tuesday, take Wednesday off for the free day, and complete the survey on Thursday.

Experience has shown that the survey can be completed in three days of interviewing. If a large metropolitan area is included in the survey, it might take the full week.

Step 11

SUMMARY AND ANALYSIS

Problems and concerns that have been listed by the people should be organized into broad categories such as:

- AGRICULTURE
- ECONOMICS AND EMPLOYMENT (BUSINESS, INDUSTRY, EMPLOYMENT)
- EDUCATION (GENERAL, VOCATIONAL, ADULT)
- ENVIRONMENT (POLLUTION AND BEAUTIFICATION)
- GOVERNMENT (ORGANIZATION, LAW ENFORCEMENT, TAXES)
- HEALTH AND WELFARE
- MOTIVATION AND LEADERSHIP
- PUBLIC FACILITIES (WATER, SEWER, TRANSPORTATION, WASTE)
- PUBLIC POLICY
- RECREATION
- SOCIAL AND SPIRITUAL (RACE RELATIONS)

The rural development committee and the resource development task force should analyze the results and prepare a summary of the findings.

The number of marks on the cards should help determine who are the most influential people in the parish.

THE ROLE AND RESPONSIBILITY OF THE COORDINATOR

The Coordinator should be a member of the Extension task force on Resource Development, personnel from a U.S.D.A. agency at the state level or other person familiar with the reputational technique.

(1) Meet with the parish rural development committee and explain what is involved in the survey and what the results can bring.

(2) Work with the parish rural development committee in selecting a week to conduct the survey.

(3) Check with the rural development committee to make sure that they have prepared their list of names properly, including obtaining a list from one white male, one white male between the ages of 20 and 35, one white female, and one member of the Negro race.

(4) Check with the local chairman to make sure that the list of Police Jurymen, school board members, mayors and other elected officials is included. The duplicate cards should be checked (those whose names came up two or more times and those being granted courtesy interviews such as Policy Jury, elected officials, etc.) to make sure that all segments of the socio-economics scale as well as race, sex and geographic areas in the parish are covered. It may be necessary to insert additional courtesy surveys to insure adequate coverage.

(5) Write a memorandum to selected state office personnel and academic staff inviting them to participate.

(6) Send news to chairman.

(7) Send time schedule to participant observers.

(8) Conduct the orientation meeting for team members and participant observers prior to the survey. (See attachment.)

(9) Make team assignments each morning, pairing one of the local rural development committee members with a participant observer. Try to keep moving the participant observers so they will have the opportunity to travel with different people. It is suggested that in most cases, it will be best not to put a participant observer with his local representative.

(10) Confer with the secretary to make sure she understands her job, and assist her in any way possible.

(11) When teams return cards, take the card with the problem and list them in the categories. Check each problem on the card as you list them. When all problems on the card have been checked, the card should be placed in the supplementary file, with the other problems.

(12) Check with the local chairman as the survey progresses to insure complete coverage of all geographic, social and economic segments of the parish. If areas are missing, courtesy interviewing should be instituted to cover the missing area.

(13) Consolidate, categorize, analyze and then prepare a summary of the problems as stated by the people surveyed.

(14) Work very closely with the local chairman and rural development committee in planning and preparing for the town hall meeting, at which time people interviewed will be invited, and the results of the survey presented.

THE COORDINATOR AT THE ORIENTATION MEETING

The following points should be covered by the coordinator at the orientation meeting:

1. This is a scientific survey being conducted by the _____ Rural Development Committee, in cooperation with the Louisiana State University.

2. Survey will:
   a. Identify problems of the community as the citizens see them.
   b. Identify a group of respected citizens that would represent all segments of the community.
   c. Make it possible to involve new people in programs designed to meet expressed needs.

3. How names were selected:
   Lists from Rural Development Committee members.
   Others
   Those mentioned two or more times, selected for first interview as well as public officials, police jury, school board, elected officials.
   As new names come, those mentioned three or more times will be interviewed the following day, and this will continue increasing the number each day.

4. The interviewer should be a member of the Parish Rural Development committee. He should take the lead and introduce the participant observer. Stress that this is a scientific survey.

   Use the card furnished to read the questions to the person being interviewed. Do not ask any leading questions, or give examples of the type of answers desired.

   We have been associated with agriculture in people's minds, so be sure to emphasize that we want all types of problems--social, economic, cultural and political.

   The interviewer should write the names of the people whose good judgment the interviewed person respects and who are concerned about the community. Be sure to ask for men, women, black and white. Try to get enough information to properly identify the person listed.

5. Information is confidential.

6. Participant observer legitimizes the survey. As the person being interviewed states the problems, the participant observer should write them on a 3" X 5" card. Let the rural development

committee member do the talking. Avoid giving solutions to the problems listed.

7. The team should critique each interview as soon as possible.

8. Cards should be returned to the office as soon as possible so the secretary can process them.

9. A time schedule should be given telling the time of each morning orientation meeting and if any afternoon meetings will be held.

10. Missed appointments should be rescheduled either during the week or at the latest, the early part of the following week.

11. <u>After the survey</u>:

    Results analyzed and categorized.
    Meeting called of all people interviewed (give date):
        Review of eight or ten top problems.
        Group discussion to decide on two or three most important problems.
        Establish priorities.
    Next meeting:
        Additional resource people involved.
        Group discussion by problems.
        Action group established.
        Alternatives.
        Plan of action.
        Implementation.

12. Demonstration interview should be conducted to emphasize the points listed above. The following points also can be included in the demonstration or explained separately:
    a. If a person asks what kind of problems do you want--
        Do not give an example. Explain that we are interested in things that bother him about the community, or that could be improved in the community; problems involving the entire community including social, economic, cultural, or political.
    b. If a person gives a long list of names--
        Ask him to identify the top four or five.
    c. If a person refuses to answer a question--
        Move on to the next question. If it is the last question, thank him and conclude the interview.

THE ROLE AND RESPONSIBILITY OF THE CHAIRMAN

The success or failure of the problem identification survey rests primarily upon the enthusiasm and the leadership displayed by the chairman of the parish rural development committee.

The duties of the chairman include:

(1) Arrange for a member of the resource development task force to meet with the rural development committee after they have decided on the survey to explain what is involved as well as the benefits to be obtained. At this meeting, a week to conduct the survey should be decided upon.

(2) Make the governing body aware of the survey.

(3) Prepare a list of 15 to 20 names of outstanding people in the parish along with the other members of the rural development committee. In addition select one white male; one white male between the ages 20 and 35; one white female; and one Negro to also submit a list of names.

(4) Make a list of all police jury and school board members as well as the sheriff, assessor, mayors and other important elected officials.

(5) Obtain a large scale map of the parish.

(6) Arrange for a secretary to work with the survey and type up cards from the lists of names.

(7) Write a letter to head of each U. S. D. A. agency informing him of the survey and requesting participation.

(8) Prepare information for the news media regarding the survey. The coordinator will furnish suggested material.

(9) Arrange the time and place for the orientation meeting and notify all committee members.

(10) Decide on a date about a month after the survey for the follow-up meeting. This date should be selected before the survey is made.

(11) Make assignments of the people to be interviewed by each committee member after the coordinator has checked and a week before the survey.

(12) Make arrangements to have the orientation meeting held each morning of the survey.

(13) Arrange a place for the coordinator and the secretary to work during the week of the survey.

(14) Assist the coordinator in any way possible when he is making team assignments each day.

(15) Assist the secretary in plotting the homes of the people interviewed on the map.

(16) Arrange for the time and place of a meeting between the coordinator and the rural development committee to make assignments for the town hall meeting. At this time the coordinator can give his in-depth analysis of the survey to the rural development committee.

THE ROLE AND RESPONSIBILITY OF THE SECRETARY

The services of a good and efficient secretary are imperative for a smooth running problem identification survey. The secretary and the coordinator should work closely together. The secretary should make it possible for the coordinator to concentrate his efforts on the problems and the working of the teams rather than with the cards.

See the sheet on cards for instructions on preparing cards prior to the survey.

If the coordinator so desires the secretary should keep a record of the cards that the teams have. As soon as possible, arrange the cards in the master file in alphabetical order.

As teams return cards, the ones with the problems should be turned over to the coordinator and the card with the names of additional people checked. If the name on the card is already in the file, then an additional checkmark should be placed on the card in the master file. If the name does not appear in the master file, then a new card should be made. The name and other pertinent information should be written on the card and inserted in the master file.

A checkmark should then be placed by the name on the card that was returned by the team.

When all the names on the card have been checked, a large I should be placed on the card of the person interviewed in the master file.

A dot should be placed on the parish map indicating where the person interviewed lives. If you do not know where the person lives, write his name on a list so that you can check with the parish chairman or other people when they return from surveying.

The card with the person's name on it who was interviewed should then be placed in the secondary file in alphabetical order.

If time and other duties permit, seek out other information on names in the master file that have been named two or more times. This information should include street address, town, zip code, telephone number.

THE ROLE AND RESPONSIBILITY OF THE INTERVIEWER

Your role is to be the local contact person and conduct the interview without asking leading questions or biasing the results. Your responsibility includes:

(1) Tell the participant observer the name of the person to be interviewed and a little background information if it is available. During the interview and especially at the conclusion of it make sure that you mention the person's name so the participant observer will have another opportunity to catch it so he can mention the person's name in saying goodbye.

(2) Introduce yourself and the participant observer and give the purpose of this scientific study. (See suggested interview.)

(3) Read the questions from the card so all people will be asked exactly the same questions. This is necessary if it is to be a scientific study. Do not attempt to lead or give suggestions as to type of problems except that they can be social, economic or cultural.

(4) Write the name of the people whose good judgement the person respects on a card furnished. If you do not know the person mentioned get enough information to identify the person or at least locate where he lives or works.

(5) At the first opportunity, analyze the interview with the participant observer for any possible suggestions for implementing following interveiws.

(6) When you turn in the card with the names to the secretary, be sure to give her enough information to identify the people. Return the cards as soon as possible so that the new names can be inserted in the process.

(7) After the local chairman has assigned the cards, contact the people assigned to you. Make definite appointments for the interview. Explain that the parish rural development committee in conjunction with LSU is conducting a scientific survey as to the needs and problems of all of the parish and that they have been selected to be part of the sample to be interviewed.

(8) When you are assigned new cards during the week try to call or otherwise contact the people to make appointments in order to save time.

(9) Keep the coordinator informed of your progress and plans for the week so he will be able to make the most efficient use of your time.

THE ROLE AND RESPONSIBILITY OF THE PARTICIPANT OBSERVER

The role of the participant observer is to legitimize the scientific study being conducted by the Parish Rural Development Committee in conjunction with L. S. U. Your presence signifies to the person being interviewed this is more than a survey being conducted by the local people.

Your responsibilities include:

(1) Attend the first orientation session at which time an explanation will be given as to the background of the survey and how it came to be conducted in this selected parish.

(2) When the person being interviewed starts to list problems of the parish as he sees them you are to write them down on a card which will be furnished.

(3) Allow the interviewer to conduct the interview. DO NOT offer solutions to the problems as expressed by the person being interviewed. The temptation will be great, so be aware.

(4) Do not attempt to lead or give suggestions as to the type of problems that you are looking for.

(5) At the earliest opportunity, after the interview is completed analyze the interview with the person conducting the interview. Offer suggestions for keeping the interview within the framework as outlined at the orientation meeting.

(6) When you hand the cards listing the problems to the coordinator, if there are any that you think may not be clear, please give him an explanation.

SECTION II

TOWN HALL MEETING

TOTAL COMMUNITY PLANNING OR SPECIALIZED PLANNING?

At the planning level, broad planning by expert planners or a team of planners, appears logical and not too difficult. However, due to the nature of social change, broad action programs involving lay participation are much more difficult. The evidence seems to indicate that significant community change typically takes place as rather narrow, specialized projects. For example, a committee organized for the development of industry. Its "oneness" of purpose can serve as a spearhead for very rapid industrial growth. Although less imbalance would likely occur if a broad, many-fronted action program could be carried on, there are reasons why the more segmented approach usually occurs. First, any community is limited in its resources, time, and energies available at any one time. Second, people tend to be concerned more about specific problems rather than improving on a broad front. Third, the broad approach involves so many complexities that it is difficult for laymen to comprehend without considerable study. It is, indeed, difficult to run hard in one direction as one simultaneously runs in several other directions.

THE ESTABLISHMENT OF PRIORITIES AND A PLAN OF ACTION

If action is the ultimate goal of a community study-planning program, the process should go beyond the study-recommendation stage. This principle was brought out in a study of the results of 500 community surveys. This study indicates that there are three conditions usually associated with studies which only "catch dust." First, the ineffective studies usually involved a high proportion of professionals and few permanent lay citizens. On visiting these communities, a large proportion of these highly mobile professionals had gone on to other pastures. Second, most of the ineffective studies only listed conditions, needs and recommendations. They did not develop a priority of goals or objectives, nor did they lead other groups such as lay advisory groups to do so. Third, these studies seldom involved the all-important step of developing a plan of action for carrying out the goals decided upon.

The finding of this "study of studies" and other evidence leads to this conclusion: if any type of community survey is worth doing at all, it should involve (1) the participation of lay citizens, (2) the establishment of a priority of goals based upon relative importance and logical sequence, and (3) a plan of action to implement the goals.

Step 12

COORDINATOR AND CHAIRMAN PLAN

After the problems or concerns have been categorized and tabulated by the coordinator, and the top eight or ten problems as seen by the people in the parish established, the rural development committee should make plans to present the results of the survey at an open meeting (Town Hall meeting).

The Town Hall meeting should be held as soon as possible. To be most effective, it should be held at least within a month after the survey. Preferably, this date should have been selected before the survey, so the people being interviewed could be informed of the date.

At the planning meeting, the agenda for the Town Hall meeting should be discussed, and roles and responsibilities assigned. The chairman should welcome the group and others selected to present, "Why You are Here", "Where Do We Go from Here?", and "The Charge to Discussion Groups".

PROPOSED AGENDA

_____ Parish Rural Development Meeting

Chairman - _____

Invocation -

Welcome and Introduction of Rural Development Committee -
Chairman, Rural Development Committee

Why You Are Here -

Results of the Survey - Coordinator

Where Do We Go From Here? -

Charge to Discussion Groups -

Discussion Groups

Group I - Extension
Group II - SCS
Group III - ASCS
Group IV - FHA

Selection of Top Problems -

Date for Next Meeting -

Step 13

LETTERS AND NEWS ARTICLES

All the individuals who were interviewed should be invited to the Town Hall meeting. In addition, officials who may have been missed during the survey, faculty of the local colleges who might be interested, and news media should be sent invitations. The letter could also be sent to all who participated in the survey. A suggested news article regarding the meeting is attached. An attempt should be made to obtain as much publicity as possible about the meeting.

A reminder card could be sent a few days before the meeting.

SAMPLE LETTER

Dear _____:

You recently participated in a survey conducted by the _____ Parish Rural Development Committee, in cooperation with Louisiana State University. You were asked to suggest problems that if solved, would make _____ Parish a better place in which to live.

The results of the survey have been tabulated and analyzed, and the results will be presented at a meeting on _____ ___, at _____ p.m. at the _____ building in _____.

The Rural Development Committee has reviewed the results and feel you will be highly interested in finding out what the survey points out as the top ten problems in your parish.

Sincerely yours,

_____

SAMPLE NEWS RELEASE

DISCUSSION MEETING

_____ Parish citizens will have an opportunity to consider how they can meet their community needs in a meeting sponsored by the parish rural development committee, to begin at _____ on _____ ___ at the _____ building in _____.

According to _____, committee chairman, a team from Louisiana State University will present the results of a scientific survey conducted _____ among a sample of _____ Parish citizens.

The survey, conducted at the invitation of the Rural Development Committee, was designed to identify problems and needs of the parish as seen by citizens in various social and economic groups and occupations, the chairman said.

After results of the survey are presented, a group discussion period will allow interested citizens to establish their preferred priority of problems to be worked on.

The meeting will be open to all persons interested in improving any aspect of their community life, _____ said. Persons who were interviewed during the survey are being especially urged to attend, he pointed out.

Step 14

COORDINATOR PLANS WITH THE RURAL DEVELOPMENT COMMITTEE

The coordinator should meet with the U.S.D.A. rural development committee members to discuss the analysis of the survey prior to the Town Hall meeting.

At this meeting, the coordinator can point out the significance of the results as they apply to each agency's program. The relationship between the people named by the rural development committee and the people named by the people can also be analyzed. A free and frank discussion should ensue regarding the results of the survey. Rural development committee members will have a greater insight into why results might be different in their parish than the coordinator would.

Plans for the Town Hall meeting should be reviewed. The coordinator should discuss "Hints for Discussion Group Leaders", so there will be a concensus on what is to be accomplished at the Town Hall meeting. Each U.S.D.A. representative should be a group discussion leader.

The chairman should be prepared to handle the establishment of the priority of problems if there is any doubt when the groups report.

Time limits should be agreed upon so the meeting can end on time.

HINTS FOR DISCUSSION GROUP LEADERS

(TOWN HALL MEETING)

1. As soon as group assembles, explain the objective of the group discussion which is:

   Decide on the two or three most important problems the group thinks the citizens of _____ Parish could work on and have some hope of achieving results within a reasonable length of time.

2. Establish the time limits so the group can report back.

3. Select a recorder/spokesman or a recorder and a spokesman.

   A. The recorder is to write down the problems as mentioned by the group and prepare the top three problems in order of priority.

   B. The spokesman will report the top three problems selected by the buzz group when the entire group is reconvened.

   C. This spokesman may work with the rural development committee in planning future meetings. This will provide a citizen input into the rural development committee planning sessions.

4. Ask the group to <u>list</u> the most important problems that a citizens group can do something about. <u>Do not</u> discuss them at this time, merely list them.

5. Problems need not be limited to those mentioned most in the problem identification survey.

6. When the group runs out of important problems to list, then start discussing the problems listed. <u>Do not</u> discuss solutions to problems.

7. After everyone has had an opportunity to discuss the problems, have them establish some priority for the problems.

8. Have the reporter read the top three or four problems decided upon by the buzz group.

9. Reconvene.

Step 15

THE TOWN HALL MEETING

Arrangements should be made for the people to register as they come in.

The published results of the survey may be handed out as the people come in, if the coordinator and the rural development committee has decided upon this, otherwise the results should be handed out when they break into discussion groups. News media representatives should be given a copy prior to the presentation.

(a) Invocation

The chairman should ask some local person, before the meeting starts, to give the invocation.

(b) Introductions

The chairman should introduce other members of the parish rural development committee and explain some of the background for the rural development work in the parish. He can also describe the methods used in identifying key people and the problems.

(c) Why You are Here

The attached copy of the talk "Why You are Here" can be a separate presentation at the meeting, or the chairman can include it in his introductory remarks, or the coordinator may use it as an opening when he presents the results of the survey.

(d) Results of the Survey

The results of the survey should be presented, stressing the results are what the people said and there are no interpretations placed on them. The breakdown for the broad category should be given in per cent of responses, and then the top problems within each category by number of times mentioned. Comments should be included for the editification of the people as to what the people were thinking when they gave these answers.

The results will be concluded with the top ten problems as selected by the people interviewed. The top ten problems may be a combination of some smaller problems. For example: one problem may be the need for more jobs, and another problem might be the need for some manufacturing plants. Both of these would be combined into the need for more job opportunities. The coordinator should ask for questions when he concludes.

Try to keep discussion and questions away from solutions. At this point, we are only discussing problems.

WHY YOU ARE HERE

The present administration in Washington has placed emphasis on rural development, and has charged the U. S. Department of Agriculture agencies, which include Farmer's Home Administration, Soil Conservation Service, Agriculture Stabilization and Conservation Service, as well as the Extension Service, with responsibility for providing leadership.

The _____ Parish Rural Development Committee was interested in developing something of a permanent nature. They realized that if anything was going to be done, the people of _____ Parish would have to be involved. Agencies and programs may come and go, but the people of _____ Parish will always be here.

They first contacted the Task Force on Resource Development of the Cooperative Extension Service and decided to use a scientific survey to find out what the problems of _____ Parish were as seen through the eyes of the citizens. A tested and proven technique was utilized to interview a cross-section of the people to obtain a complete view of the parish.

To solve problems requires the interest and effort of all the people of _____ Parish, but you cannot get all the people together, so you have to work through groups of selected respected citizens. Friends and neighbors respect your judgement and opinions and that of others sitting around you. Your presence here indicates that you are concerned about the parish. We asked you all the same question: "Indicate some of the problems or concerns as you see them of _____ Parish".

The results of the survey were tabulated, analyzed, and later on, will be presented.

It is the rural development committee's hope that this effort will not stop at this point, but that you citizens will recognize common problems, and work together to solve some of them.

(e) Where Do We Go From Here?

In order to show the participants that the results of the survey are merely one step in the rural development process, it is necessary to give them some idea of what the rural development committee visualizes as the end product of these efforts. The attached talk, "Where Do We Go From Here?", is an attempt to make the people aware of what the rural development process involves, and some of the steps necessary to arrive at a successful conclusion.

Try to get someone to give this presentation who can motivate and lift the people so they will be ready to "go from here".

(f) Discussion Groups

Someone should be selected to give the charge to the discussion groups. The purpose of the charge is so that everyone present will understand exactly what is expected when they go into their discussion groups. It should be stressed that they are discussing problems only and not solutions.

The attached talk is a guideline. It should coincide with the instructions given to the discussion leaders in the afternoon meeting.

Discussion groups allow all the participants an opportunity to express their views. The people should be divided into groups of about 8 to 10, if possible. Groups of this size allow the individual an opportunity to speak out.

One method of dividing into groups is to have the participants count off with all ones going to group one, twos to group two, etc. For example, if you have 40 people, have them count off to four. This would insure that everyone would have the opportunity to express thier thoughts. If space is limited and the group is large, you may have to have more people in a discussion group.

Another method of dividing is to give them a name tag with a number on it as they register. You may also use different color name tags.

A member of the rural development committee should be the group discussion leader. He will have been previously oriented as to the objectives and goals of the discussion. A resource person should also be assigned to each group. The resource person can be a member of the rural development task force or other agency personnel.

Each group is to decide on the two or three most important problems they think a citizens' group can do something about within a reasonable period of time.

WHERE DO WE GO FROM HERE?

We have completed the survey, compiled the information, and presented the results to you here tonight. The next question is: "What do we do now?" Well, one easy way out would be for you to say to us, the members of the _____ Parish Rural Development Committee, "Now you know what we think go do something about it." That is fine, and we are going to do something about it, but it has been found in studies conducted in this state and across the United States that committees such as ours, made up of paid government employees, can do very little to solve local problems. It has been found time after time, that the people living in the area and affected most by the problems must exert a concerted effort before any successes in solving local problems can be obtained.

A committee such as ours can act as a motivation force, help coordinate action groups, gather facts, obtain specialists from LSU and other colleges, search for and in some cases, make use of special agency funds where appropriate, and in general furnish any services that our agencies have available to help you solve your problems.

So, again, where do we go from here? We would suggest that you select two or three of the problems you consider most important and ones that you can do something about for further study. We suggest this because it has been found that when you attempt to work on more than two or three projects at one time, you usually end up going off in too many directions, spinning your wheels, and accomplishing very little.

After you have selected the top two or three problems, the committee will assist you to gather more information about the problems, in order that we may better define them and begin to look for alternative solutions. After factual information is gathered, we may find that what was first thought a problem is only a symptom of a more important problem or possibly the problem is so complicated there is no real solution. However, in most cases, after we have really analyzed the problem we will find that by working together we can improve the situation.

After you have studied the problems and placed them in some order of priority, then you will need to form action groups for each of the two or three top problems. These action groups will then be asked to develop alternative solutions and to begin to work towards some solution of the problems. The committee members and the agency they represent will stand ready to help the action groups in any way possible. But, here, again, it will be your responsibility to carry the ball. We will back you up in every way possible, but it must be you as respected representatives of the people of

this parish, that must join together, if anything is ever going to be accomplished.

From time to time, meetings of the type that we are having tonight will be held. These meetings will be kept informal, no chairman, etc., will be elected. At these meetings you will review progress toward solution of particular problems, discuss new problems, and select one or two new problems to be worked on. The action groups would report periodically to the overall group. Once a problem is solved, the action group will be disolved and individual members can become associated with new action groups as they are formed to work on additional problems.

A process of this nature performs several functions. First, it allows you to select a problem in which you have a particular interest to work on, yet does not involve you in a committee that continues to meet on and on just for the sake of meeting. Secondly, by reporting back to the overall group, you keep the entire parish informed of the progress of the action group and general discussion by the entire group will help direct the activities of the action group.

This is the process as we visualize it. Let me say, however, that we are very flexible. If any of you has a better approach, do not hesitate to voice your opinion. The desire of all of us is to join together in some type of working force. One concerned person can accomplish very little, but a group such as this working together can accomplish much. Let's make _____ Parish an even better place in which to live.

CHARGE TO THE DISCUSSION GROUPS

Although _____ Parish has been most progressive in many ways over the years, there are still many problems to be solved. Your parish rural development committee is willing to help you try to solve these problems if you are interested.

We will now divide into four discussion groups. The purpose is to decide on the two or three most important problems the group thinks the citizens of _____ Parish can work on and have some hopes of achieving results within a reasonable length of time, and place them in an order of priority.

You have a limited amount of time for discussion, so I'm asking that you only discuss the problems, not the solutions. Dealing with solutions will come later.

Here is what I would like for you to do when you go to your discussion group:

1. Select a recorder/spokesman or a recorder and a spokesman who will report the findings to the larger group.
2. List the most important problems that a citizens' group can do something about. Problems need not be limited to those mentioned most in the problem identification survey.
3. Decide on the priority for these problems.
4. Report back to the group.

One last word, do not use this time to solve the problems. We all have our own ideas on how to solve the problems, and you will have an opportunity to discuss this phase at a later meeting.

You will now count off 1, 2, 3, 4.

All ones will meet in _____, twos in _____, threes in _____, and fours will meet in _____.

You can pick up a cup of coffee and take it with you to your discussion group.

(g) Refreshments

If you are having refreshments, a good time is as the groups are divided. Participants can take their coffee to the group discussion meeting.

(h) Establishing Priority of Problems

The meeting will reconvene and the spokesman for each discussion group will report their top problems as selected by the group.

If all the groups agree, there is no problem in deciding which are the top problems. If there is a wide variance in the selection, then some method will have to be used to determine the rank. One method would be to use a weighted score. A score of three would be given for the problem that was rated first, two for the second, and one for the third place. After all groups have listed their results, the totals would be added and the one receiving the most points would receive the top priority, etc.

Another means of selecting the top priority would be to have the group vote for the problem they think is most important. Each member would have only one vote and the problem receiving the most votes would be number one.

(i) Date for the Next Meeting

The chairman should explain that the rural development committee will try to obtain a resource person who is well-versed in the selected problem area to talk at another meeting.

The date for the next meeting should be selected by the group so that a mutually agreeable date can be decided upon. This date should be selected allowing sufficient time to line up a speaker, but at the same time, not put off so long that the people will lose their enthusiasm.

Try to end the meeting on a high note.

Step 16

EVALUATION

As soon as possible after the Town Hall meeting, preferably that night, the coordinator and the chairman, other rural development committee members, plus spokesmen of discussion groups, should evaluate the meeting and start making plans for the follow up meeting.

Possible resource people to discuss the two top problems should be considered. It may be a local person or someone from a state agency, or from a university. You will be looking for someone who is knowledgeable about the subject, and who is able to present alternatives. He will need to know the advantages as well as the disadvantages of each alternative.

A decision must be made as to who will try to contact the resource people selected for the follow up meeting.

THE ROLE AND RESPONSIBILITY OF THE COORDINATOR

(Town Hall Meeting)

1. Compile and analyze results of the survey.
2. Arrange to have results duplicated.
3. Plan with the chairman for the orientation meeting and also the Town Hall meeting.
4. Conduct the orientation meeting and present to the rural development committee members insights on the results of the survey.
5. Discuss the role of the rural development committee members at the Town Hall meeting. Hand out "Hints for Discussion Group Leaders."
6. Present the results of the survey at the Town Hall meeting.
7. Act as a resource person for one of the discussion groups.
8. Assist the chairman in any way possible during the meeting.
9. Assist the chairman and rural development committee members in deciding on resource people to contact for the follow-up meeting.

THE ROLE AND RESPONSIBILITY OF THE CHAIRMAN

(Town Hall Meeting)

1. Plan with the coordinator for the orientation and the Town Hall meetings.

2. Send a letter inviting all those interviewed, selected officials, news media and those who participated in the survey to the meeting.

3. Prepare news releases, radio spots and other mass media information.

4. Make personal contacts to insure attendance of desired people, if necessary.

5. Arrange a place for the orientation meeting.

6. Assist the coordinator in any way possible at the orientation meeting.

7. Plan with the rural development committee who will handle:
   (a) The invocation.
   (b) Where do we go from here?
   (c) Charge to discussion groups.
   (d) Establishment of priority of problems.
   (e) Refreshments.

8. At the Town Hall meeting:
   (a) Arrange for registration.
   (b) Check refreshments.
   (c) Check rooms for discussion groups.
   (d) Have paper and pencils for reporters.

9. Open and conduct the Town Hall meeting.

10. Evaluate the results of the Town Hall meeting with the rural development committee members and the coordinator as soon as possible, and decide on resource people for the follow-up meeting.

11. Make arrangements for story of the meeting to be in the news media.

SECTION III

ORGANIZING FOR ACTION

Up to this point, recognition and definition of problems, establishment of a priority of problems and motivation to act, will have involved only a small number of people. Now an effort should be made to broaden the base of involvement. If other individuals and organizations are to support the cause, they must have the opportunity to become informed and convinced. This is also the time to involve a different type of people. Earlier the need was to define the problems as well as gain approval quietly, from a few leaders. Now there is a need for a diffusion team which should include those individuals recognized by the public as action leaders. This group may involve public spirited citizens with recognized speaking ability, socially minded ministers and leaders in mass media.

The task of the diffusion group is to lead the public (individuals and organized groups) to recognize and define the need to study and plan for solutions to problems and to commit themselves to act.

After the priority of problems has been established, the next step is to select an organization to study and plan. There are three basic approaches. One is to hire an agency or commercial firm to make a study and make recommendations. Two is to assign the task to an existing community organization; or three, create a new organization specifically for this problem. Combinations of these methods may be feasible.

If action is the ultimate goal of the problem identification survey, the first approach listed is not likely to be very effective. The significance of incorporating community leaders and other lay citizens into the study planning process has been stated this way: "Probably due, in part, to our particular form of government in the United States, lay advisory groups to support official agencies have come into wide-spread use. These devices are reported to serve varying functions such as: (1) a way of getting the layman's point of view structured into official plans, (2) a sounding board by which public officials may test out plans developed by technical specialists, (3) a way of educating the public and gaining public support, (4) a way of gaining access to certain professional and technical abilities not otherwise available, and (5) a means of getting coordination between loosely structured political factions or other basic divisions within the community."

The Cooperative Extension Service, as well as all USDA agencies, has long made use of lay citizens' advisory committees to assist them in planning programs.

If an established community organization can assume the basic sponsorship while inviting representation or co-sponsorship from other organizations, agencies and groups, the chances for success are greater. This method has the advantage of maintaining communication through volunteer help. There is no need for the parish rural development committee to try to organize a committee to work in competition with an existing organized group. It would be a better use of manpower if the efforts were combined.

A citizens' sub-committee should be formed to further study each top priority problem. These committees will need someone to call meetings, and keep a record of important points; but there is no need for a formal organization. As they progress, they may need more information, other resource people and an opportunity to report their progress and needs at a town hall meeting of the entire group.

Step 17

THE COORDINATOR AND RURAL DEVELOPMENT COMMITTEE PLAN

This step may be in conjunction with Step 16 at the conclusion of the Town Hall meeting, or it may be a separate meeting. The coordinator, the chairman, rural development committee members and spokesmen for discussion groups should discuss and select resource people to discuss the two top problems selected at the Town Hall meeting. These resource people may be local people with a greater insight into the problem, someone from a state agency or organization, or from a university. The important thing to consider is someone who is knowledgeable about the subject, and who will be able to present alternative means of solution, as well as the consequences associated with each alternative.

Assignments should be made as to who will contact the resource person. Provisions should also be made for an alternative in the event the person selected cannot attend the meeting on the designated night.

The agenda for the meeting should be discussed and tentative role assignments made.

The group should decide on how they want to utilize the resource person. They may wish to have a general session at which time progress to date is reviewed, and then divide the group by problem areas and allow the resource person to talk to the group interested in his special area. This would allow more time for the resource person to communicate with the people concerned.

The other alternative would be to have each resource person make a short presentation to the entire group and then divide into problem areas. This has the advantage that the resource person will have the opportunity to expound to the entire group. Also to be considered is the fact that some people might be interested in both problems and would be interested in what the resource person has to say.

PROPOSED AGENDA
(Organizing for Action Meeting)

Chairman: _____

Minutes	
	Invocation - _____
5	Introductions - Chairman
5	Review of the Survey - (Coordinator)
5	Game Plan - (Rural Development Committee Member or prominent citizen)
	Alternate Number One
15	First Problem - (Resource Person)
10	Discussion
15	Second Problem - (Resource Person)
10	Discussion
5	Charge and divide into discussion groups - first or second problem - (rural development committee member)
25	Discussion Groups - (rural development committee member) and (rural development committee member)
10	Reconvene - Reports and Summary
	Alternate Number Two
5	Charge and divide into discussion groups - first and second problem - (rural development committee member)
60	Discussion Groups - (rural development committee member) and (rural development committee member) 30 minutes presentation by speaker 30 minutes discussion
10	Reconvene - Reports and Summary

Step 18

CONTACT RESOURCE PEOPLE

The coordinator, parish chairman or other person selected to contact the outside resource person should do so as soon as possible. A face-to-face contact is preferred. If this is impossible, a telephone call would suffice. It is very difficult to put in a letter what you expect this resource person to do at the meeting.

In talking to the resource person, explain the background of the survey and give him a copy of the results of the survey. Explain that you want someone to point out alternatives to the selected problems, as well as the advantages and disadvantages of each alternative. We are not interested in getting the solution to the problem or a single approach.

It should be emphasized that the citizens' group will make the decisions and take the leadership in the project. Point out that the established power structure is not being circumvented, but that the citizens' committee will be working with them.

Explain the proposed agenda and the date of the meeting, and ask the resource person if he would be willing and able to participate.

If this particular person is unable to attend or feels that he is not qualified to speak on the matter, ask for suggestions as to whom to contact.

It is important to get firm commitments as soon as possible, so that publicity may be prepared prior to the meeting.

Step 19

LETTERS AND NEWS ARTICLES

All individuals who had been interviewed originally, as well as others who attended the Town Hall meeting, should be invited to this organizing for action meeting. In addition, any people who might have a specific interest in the problems that are going to be discussed should be sent invitations. For example, if education is going to be one of the problems, you certainly want to have the school board president and the superintendent of education present. The letter should also be sent to all who participated in the survey and are not on the parish rural development committee.

Attempts should be made to obtain as much publicity as possible about the meeting. A story in your mass media about one or both of

the problems may lay the ground work for the discussion. If radio and television are available, it should be given publicity in these media so that everyone who is interested will have an opportunity to learn about the meeting and attend if possible.

A reminder card could be sent a few days before the meeting.

SUGGESTED LETTER

TO: Selected Citizens of _____ Parish;
Police Jurors; School Board Members and
other Selected/Elected Officials

RE: _____ and _____ Related Problems in _____ Parish

As you know, the _____ Parish rural development committee, in cooperation with LSU, has completed a problem identification survey during which they interviewed about 100 citizens whose good judgment is respected by other people. These citizens were asked to list the problems of _____ Parish.

At a recent meeting people discussed the problems as determined by the survey, and established a priority of the top problems.

The group named two problems which they felt they could do something about, and which should have immediate attention:
(1) _____
(2) _____

A special meeting has been called for (time, day, date), at the (building) in (town).

(Name), (title) has agreed to discuss the problems dealing with (problem).

(Name), (title) has agreed to discuss possible solutions and the consequences of the various alternatives in solving the _____ problem.

This is an open meeting and everyone is invited to attend.

Sincerely yours,

_____

SAMPLE NEWS RELEASE

Citizens' Group Will Consider Parish Problems

Two problems recently identified by _____ Parish citizens as being of greatest importance to the development of the Parish will be explored in detail in an open meeting to begin at _____ p.m. (date) at (Building) in (City).

Matters to be discussed are _____ and _____ according to _____, chairman of the parish rural development committee.

In a recent meeting, a group of citizens identified these problems as being most urgent and most likely to be solved by unified public action, _____ explained.

Attention was focused on these problems after they were mentioned in a problem identification survey conducted by the rural development committee. About 100 citizens whose good judgment is respected by other citizens were asked to list problems of the parish.

At the forthcoming meeting, (name), (title), and (name), (title), have agreed to discuss the possible solutions and consequences of the various alternatives.

The chairman said all residents of the parish are invited and those who were interviewed in the survey are especially urged to attend.

The rural development committee is interested in helping local citizens in their efforts to provide more jobs and better incomes and to achieve a better quality of living in rural areas, he explained.

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Step 20

THE ORGANIZING FOR ACTION MEETING

Arrangements should be made for the people to register as they come in.

(a) Invocation

Some local person should be invited to give the invocation. This person can be selected at the planning meeting and contacted ahead of time, or the chairman could ask someone just prior to the meeting.

(b) Introduction

The chairman should introduce other members of the parish rural development committee. If there are many people who have not been at the Town Hall meeting, he may wish to explain some of the background for the rural development work in the parish.

(c) Review of the Survey

The results of the survey should be briefly reviewed. The top ten problems as determined by the survey, as well as the top three or four problems singled out at the Town Hall meeting should be emphasized. This review is for the purpose of bringing citizens up-to-date and refreshing their memories. This is not the time for discussion.

(d) Game Plan

The participants need to know more about the entire process and what the rural development committee has in mind. The game plan will describe in brief detail, the rural development process and the steps as visualized by the rural development committee. The attached suggested talk, "The Game Plan", is an attempt to make the people aware of the steps in the rural development process and how to go about achieving results.

(e) Problems Discussed by Resource People

Each resource person should discuss some of the alternate solutions and the advantages and disadvantages of each. Time should be allowed for questions from the audience. The audience should be reminded, however, that they will have another chance for further discussion when they get into their small groups.

(f) Discussion Groups

A member of the rural development committee should give the charge to the discussion groups. The purpose of the charge is so everyone will understand exactly what is expected when they go into their smaller discussion groups. Again, it should be stressed that they are discussing alternate means of solving the problem. They

"THE GAME PLAN"

At the last meeting, we reviewed the results of the survey and then selected several problems to look at in more detail. I believe the time has come, however, for us to lay out some basic rules of the game. In other words, we have defined some of our problems and indicated a desire to do something about them. The question now is, how do we go about accomplishing this?

You people sitting in this audience tonight are true representatives of the people of _____ Parish. Your friends and neighbors respect your opinion and--by your very presence at this meeting--you are indicating that you are concerned about your parish.

This is the first part of the game plan. You, of course, realize that it would be impossible to hold a meeting at which everyone in _____ Parish would attend. However, you as a representative can report back to your friends and neighbors; you can also bring their thoughts and ideas back to this group. Thus the first rule of the game plan is to continue to hold periodic meetings of this type.

Periodic informal meetings will be called by the parish rural development committee. At these meetings, you will review progress towards solution of particular problems. Existing action committees will be given an opportunity to report progress and involve others as needed. Resource people will be brought in to speak on other priority problems and if interested, committees can be organized to work on additional specific problems. Also, smaller community groups would be encouraged to take on problems involving only their segment of the parish and report.

A game plan of this nature performs several functions. First it allows you to select a problem in which you have a particular interest to work on, yet does not involve you in a committee that continues to meet on and on just for

the sake of meeting. Secondly, by reporting back to the overall group--you keep the entire parish informed of the progress of the action group; and general discussion by the entire group will help direct the activities of the action group.

The next part of the game plan involves formation of action groups. Solutions to the problems you have identified will require a well coordinated plan of attack. A small group must take on the responsibility of gaining more knowledge about the problem, developing a plan of action and carrying this plan out to the ultimate solution of the problem. This group should be more formally organized with a chairman and a secretary. The action group should periodically report progress to the overall group. Once a problem is solved, the action group will be dissolved, and individual members can become associated with new action groups as they are formed to work on other problems.

The chairmen of the action groups will become temporary members of the parish rural development committee. In this way, they can communicate the desires of the individual action groups and make use of the good offices of the permanent members of the rural development committee to help solve problems.

This is a game plan as we visualize it. Let me say, however, that we are very flexible. If any of you can see a better way to approach this, don't hesitate to voice your opinion. The desire of all of us is to join together in some type of working force that will generate enough effort to make _____ Parish an even better place to live.

are not to make a decision on the course to follow at this meeting.

The attached talk is a guideline. It should coincide with the instructions given to the discussion leaders at an earlier meeting.

The audience will be divided into two problem area discussion groups. They will be asked to go to the group in which they are most interested.

A member of the rural development committee should be the group discussion leader. He will have been previously oriented as to the objectives and goals for this discussion period. The resource person will also meet with the group to discuss the problem more in detail, and answer questions.

The main purpose of the group discussion is to decide if they wish to continue working on the problem, not on how to solve the problem. They will need more information and time before they make the final decision as to which is the best way to handle the problems.

After they decide to continue working on the problem, they will need to select a chairman and a secretary, so they will have someone to call the next meeting of the action committee, as well as someone to keep a record of important points.

The time and place of the next meeting of this action committee should be decided upon.

(g) Refreshments

If refreshments are planned, a good time is as the group divides. Participants can take their coffee to the group discussion meeting which will lend to the informality.

(h) Reports and Summaries

When the meeting reconvenes, each group should have their newly elected chairman report on what the group has decided, including the time and place of the next meeting. The chairman of the parish rural development committee should assign one member of the committee to be a contact person for the citizens' group and work closely with them.

An opportunity should be provided for members who met with one group to sign up with the other group if they are interested in both problems, so they will know when the meetings are going to be held.

The chairman should explain that at some future date, there will be another Town Hall meeting, at which time, a new problem will be inserted into the process. He should also point out that although committees had only been established for two problems,

if some group wants to work on some smaller community problem, the parish rural development committee will be glad to assist them in any way. This type of action should be encouraged.

Step 21

EVALUATION

At the conclusion of the organizing for action meeting, if at all possible, the coordinator and parish rural development committee should meet with the chairman of the citizens' action committees to determine the next step for each committee. This might include obtaining additional resource people to provide more information regarding the problem.

The member of the rural development committee assigned to work with the citizens' action committee should keep in contact with the chairman to make certain that the process does not bog down. If any additional assistance is required, contact the coordinator for suggestions.

CHARGE TO THE DISCUSSION GROUPS
(Organizing for Action Meeting)

We will divide into two discussion groups. Those interested in the _____ problem will meet in room ____, and Mr. _____ will open the discussion. Mr. _____, ___(title)_____ will be there to answer any additional questions.

Those interested in the _____ problem will meet in room ____ and Mr. _____ will open the discussion. Mr. _____, ___(title)__ will be there to answer any additional questions.

If you are interested in both problems, attend one session but be sure to let the chairman of the other group know of your interest at the conclusion of tonight's meeting.

In the interest of time, please confine your discussion as much as possible to the following key points.

It would be best not to try to solve the problem at this time, but only decide if you wish to continue working on the problem. In general, you will need more time and information before you make the final decision on what is the best way to handle the problem.

You will need someone to call a meeting of your action committee and someone to keep a record of important points so it might be advisable to select a chairman and a secretary. Members of the parish rural development committee will be happy to serve as ex-officio members of these committees.

The time and place of the next meeting of your action committee should be decided upon. You may want to meet in someone's home if the group is not too large. It is best to have this next meeting soon so some action can get started.

HINTS FOR DISCUSSION GROUP LEADERS
(Organizing for Action Meeting)

1. As soon as the group assembles, explain the objective of the group discussion, which is:

   After the resource person has discussed alternate solutions and answered questions, decide whether to take further action to try to solve the problem.

2. Establish time limits so the group can report back.

3. Select a recorder who will:

   a. Make notes so as to give a report of significant accomplishments when the group is reconvened.
   b. Have participants write their names on a sheet of paper.

4. The resource person will discuss alternate solutions to the problem. He will allow an opportunity for questions and discussion.

5. The group should decide if they wish to take further action to try to solve the problem. They <u>are</u> <u>not</u> to decide on a course of action, but only if they wish to pursue the matter further.

6. After they decide on further action, they should select a chairman, vice-chairman (optional), and a secretary. These should be lay citizens and not USDA personnel.

7. The newly elected chairman should ask the group to decide on a time and place for the next meeting. This will be a meeting of this action group only.

8. The recorder or elected chairman will report to the entire group the findings of the buzz group, but then should turn this report over to the newly selected secretary.

9. Reconvene.

THE ROLE AND RESPONSIBILITY OF THE COORDINATOR
(Organizing for Action Meeting)

1. Meet with the rural development committee to decide on resource people to discuss the selected problems.

2. Contact resource people if requested.

3. Plan with the rural development committee the agenda for the organizing for action committee.

4. Conduct an orientation meeting with the rural development committee members. Discuss their roles at the meeting and hand out Hints for the Discussion Group Leaders and other talks.

5. Present a brief review of the survey at the organizing for action meeting.

6. Assist the chairman in any way possible during the meeting.

7. Assist the chairman and rural development committee members in evaluating the meeting and deciding on steps the problem action committees may take.

THE ROLE AND RESPONSIBILITY OF THE CHAIRMAN
(Organizing for Action Meeting)

1. Plan with the coordinator and other members of the rural development committee for the organizing for action meeting.

2. Contact resource people if requested.

3. Prepare a letter inviting all those interviewed, plus selected citizens and those who had attended the previous meeting to the meeting.

4. Prepare news releases, radio spots and other mass media information.

5. Make personal contacts to assure attendance of deisred people, if necessary.

6. Arrange a place and time for a brief orientation meeting prior to the organizing for action meeting.

7. Plan with the rural development committee who will handle:

   a. invocation
   b. game plan
   c. charge to discussion groups
   d. liaison with action committees
   e. refreshments

8. Select a rural development committee member to work very closely with the chairman of each problem committee.

9. At the organizing for action meeting:

   a. arrange for registration
   b. check refreshments
   c. check rooms for discussion groups
   d. have paper and pencils for discussion groups and secretaries.

10. Open and conduct the meeting.

11. Evaluate the results of the meeting with the rural development committee members and the coordinator as soon as possible; and with the chairman of the problem committee, decide on the next steps to take for their meeting.

12. Make arrangements for the story of the meeting to be in the news media.

SECTION IV

STUDY ACTION COMMITTEE MEETINGS

The study action committees should meet as soon as possible after the parish-wide meeting to discuss and plan how they are going to get some action in regard to their problem.

The chairman should feel free to call upon the parish rural development committee for suggestions as well as assistance in obtaining more information upon which to base their decisions. The chairman should call the meeting. The secretary of the committee should keep a set of notes so they will have a record of decisions made and actions taken. The secretary should also keep a list of members of the committee.

The rural development committee may assist the chairman and secretary by preparing notices of meetings and providing information and assistance asked for. At least one member of the rural development committee should try to meet with the study action group in order to keep abreast of the progress and keep the rural development committee informed.

Study action groups should meet as often as necessary to study, plan and then implement the plan. When more help is needed contact the rural development committee and they can set another Town Hall meeting.

When the goal has been reached, the committee should report at a Town Hall meeting, and then the committee will be disbanded.

ROLE AND RESPONSIBILITY OF THE CHAIRMAN OF THE STUDY ACTION COMMITTEE

The chairman of the study action committee represents all interests, socio-economic levels and geographic areas of the parish. As such, he must keep his mind open for opinions and suggestions from other people so that he may properly represent the entire parish, rather than just the group in which he is primarily interested.

As soon as possible after being elected chairman, make plans to have a meeting of the entire study action committee. Obtain a concensus from the committee as to when and where they should meet the next time. Assist the secretary in getting the names of all the people interested in serving on the committee.

Report when the organizing for action group reconvenes as to the time and place of the next meeting and what transpired at the group discussion.

Before the Meeting

Plan with the secretary, rural development committee and a few interested leaders what you hope to accomplish at the meeting. Have a specific goal in mind when you call the meeting. In planning the meeting, remember that the members have come to have a part in the discussion. They do not wish to be lectured or talked to for the entire evening.

Make arrangements or ask the rural development committee to make arrangements for outside speakers to present information and alternatives at the meeting.

Arrange a time and a place for the meeting.

Work with the county agent's office in getting a letter out to all members of the study action committee and other people who might be interested in what is going to be discussed. Do not forget the newspaper, radio and TV as means of informing people of the committee meeting.

Keep the member of the parish rural development committee assigned to you committee informed of waht is taking place, and ask him for any assistance necessary.

Make personal contact with members who you feel have something to contribute to the meeting. Explain what you hope to accomplish at the meeting in contacting them.

At the Meeting

Check the meeting room out before the meeting is scheduled to start to make sure that the temperature is right, there are enough seats, the lights are on, etc.

Start the meeting on time, and establish a precedent so that the busy people on your committee will know that when you say 8:00 you mean 8:00.

Arrange for the people present to sign a roll. Your secretary might do this.

In opening the meeting, explain to the group what the objectives of the meeting are and what the program is going to be. This will help keep the meeting on the track, rather than going off on tangents. If everyone knows where you are headed, the group will help keep the meeting on the right track.

As chairman, do not get involved in the discussion. There is a human tendency to give the group the benefit of your knowledge, but a good chairman will try to encourage discussion from others and will avoid dominating the discussion. Divert questions to other knowledgeable people.

Be impartial on all questions and make sure that both sides have equal opportunity to present their views. However, keep the meeting moving and do not let the discussion bog down into an emotional issue.

If some members are not taking part in the discussion, ask them what they think about a specific point.

At the conclusion of the meeting, summarize what has been said and accomplished, and outline further steps to be taken. Keep the meeting on schedule and end it on time. This will insure that members will come back for your next meeting.

After the Meeting

Immediately after the meeting, sit down with the secretary and rural development committee members and evaluate the meeting. Some key points might be:

(1) Did you reach your objective?
(2) Did the members understand what the objectives were?
(3) How could the meeting have been improved?
(4) Who was not there?

You may want to rough out a news item at this time, including names and organizations you want to mention.

Set the date for the next meeting and arrange a planning session to plan the meeting.

Decide who will contact resource people for the next meeting.

Keep in mind that you will be expected to make a report at a future Town Hall meeting of the progress of your committee. Work with the secretary to prepare a concise report covering all important details.

SECTION V

COMMUNITY PROBLEMS

In addition to the problems of community-wide concern, the parish rural development committee should encourage the organization of committees to work on smaller problems of community concern.

If a community or a small group of citizens has a problem that they think the rural development committee could be of assistance with, they should organize their committee, selecting a chairman and a secretary just as the other committees. The chairman should inform the rural development committee of the existance of the committee and then ask for assistance.

The rural development committee should feel free to call upon the task force for assistance with these community problems. Again a member of the rural development committee should be assigned to work with the committee.

The same process should be followed with community problems as with the parish problems. That is to get more information, study the alternatives, and then decide on a course of action. The community committee should develop a written plan of action if they hope to succeed in achieving results.

In some communities, committees are already active. The rural development committee should approach them to make their services available. Community committees should be encouraged to report at the Town Hall type meeting so that everyone can be informed of progress being made in the parish.

SECTION VI

FUTURE TOWN HALL MEETINGS

From time to time it will be necessary for the parish rural development committee to call another Town Hall meeting.

Committees organized at the organizing for action meeting, as well as community committees, will be given an opportunity to report progress. This will give them an opportunity to enlist additional aid in carrying out their projects and also keep the rest of the citizens informed.

Another purpose of the meeting would be to insert a new problem into the process. A resource person would be invited to speak on one of the other high priority problems. This could be selected by the rural development committee, or they could take the next highest one on the priority list from the town hall meeting, or select one the citizens have shown concern about.

The resource person should discuss possible alternatives in working on the problem. He should try to encourage the citizens to organize a committee to do further study.

After the resource person has spoken and the committees have reported, the meeting should be divided into groups. Each of the previously organized committees could have a meeting, and those citizens interested in the new problem could meet with the resource person.

This last group should follow a procedure similar to the organizing for action phase in that they should discuss the problem further, and then decide if they wish to continue. If they do, then they should select their chairman and secretary, and set a date for their next meeting.

In addition to news items and radio spots, a letter should be sent to all people on the original mailing list, as well as others who might be concerned about the new problem being inserted into the process.

It would be at this type of meeting, that the committees which have solved their problem could report their achievement, be congratulated, and then officially disband to allow members to devote time and effort to new committees being formed.

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LIVINGSTON PARISH

PROBLEM IDENTIFICATION SURVEY

CONDUCTED BY

LIVINGSTON PARISH RURAL DEVELOPMENT

COMMITTEE

IN COOPERATION WITH

LOUISIANA STATE UNIVERSITY

July 1972

MAJOR PROBLEM AREAS

Problem Areas	Percent of Responses
Public Facilities	43
Education	11
Government	11
Recreation	7
Health and Welfare	6
Public Policy	6
Economics and Employment	5
Environment	4
Social and Spiritual	3
Motivation and Leadership	3
Agricultural	1

PUBLIC FACILITIES (43%)

Problem	Number of Times Mentioned
Sewerage systems	31
Educational program - Mobile Homes	
Solidewaste disposal	30
No dumps	
Drainage	30
Canals - Streets	
Roads	23
Blacktopped - Maintenance - Streets	
Water system	19
Fire protection	
Telephone system	5
Parish wide - Local	
Housing	10
Need sites - 4 Low income - 5	
Utilities	4
Miscellaneous	3
Need bus and freight service - Railroad signals	
Drawbridge	

EDUCATION (11%)

Problems	Number of Times Mentioned
School facilities and curriculum need to be upgraded	19
Kindergartens - 3	
Vocational training	12
High school - Trade School - Dropouts	
Consolidate schools	7
Miscellaneous	3
Use schools year-around - Discipline	
Interest	

GOVERNMENT (11%)

Stricter law enforcement	23
Traffic	3
Crime	3
Liquor	3
Arson & Dumping	3
Understaffed	2
Need for more efficient government	11
Re-organization	3
Improve tax assessment	7

RECREATION (7%)

Problem	Number of Times Mentioned
Need supervised recreation activities and facilities for all age groups	20
Parks - 4 Community center - 2	
Abuse of national resources	4
Water - Game	

HEALTH AND WELFARE (6%)

Drugs	10
Education program - 2	
Upgrade medical facilities and services	7
Services in school - 4	
Miscellaneous	3
Vacant lots - Cut off timber - Drinking	

PUBLIC POLICY (6%)

Zoning and planning	17
Parish wide	
Lack of meeting places	3
Use police jury room for meetings - 2	

ECONOMICS AND EMPLOYMENT (5%)

Problem	Number of Times Mentioned
Need for more jobs	13
Small industry - 9	
Lack of positive work attitude	2
Farm labor - Skilled people	
Unavailability of goods and services	2
Miscellaneous	2
Port commission - Young people cannot get good loans	

ENVIRONMENT (4%)

Pollution	4
Waterways - Air	
Litter	9
Old cans - 2	

SOCIAL AND SPIRITUAL (3%)

Lack of sense of responsibility and respect	8
Spiritual - 2 Citizenship - 2 Parent-Child - 2	
Bi-racial committee needed	1

MOTIVATION AND LEADERSHIP (3%)

Problem	Number of Times Mentioned
A lack of interest by the leadership and the people in working together to solve community problems	12

AGRICULTURAL (1%)

Fire Ants	2
Miscellaneous	3
Fertilizer analysis - Insects	

THE TOP PROBLEMS

- School facilities and curriculum need to be upgraded to meet present needs.
- Need sewerage systems.
- Need parish-wide solid waste disposal system.
- Need better drainage.
- Roads and highways need to be improved.
- Stricter law enforcement is needed.
- Need supervised recreation activities and facilities for all age groups.
- Development of water systems is needed.
- Need for parish-wide planning and zoning.
- Need more jobs.
- A lack of interest by the leaders and the people in working together to solve community problems.